

Message Text

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SUBJECT: COMMERCIAL REPORTING - BEST PROSPECTS (CERP NO.1216)

REF: A) STATE 263708 B) TEL AVIV A-194

FOLLOWING REQUESTED MARKET INFO SUBMITTED ON HEALTH CARE
EQUIPMENT IN REPAIR:

1. HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION RANKED
IN PRODUCT PRIORITY LISTING AS #8: HOSPITALS IN ISRAEL ARE
SUFFERING FROM CHRONIC SHORTAGE OF SPACE AND STAFF; SITUATION
GROWS MORE CRITICAL WITH POPULATION INCREASE. MINISTRY OF
HEALTH AND PUBLIC HEALTH ORGANIZATIONS ARE ENGAGED IN EXTENSIVE
PLANNING FOR FUTURE CONSTRUCTION. SEVERAL NEW HOSPITALS ARE
BEING BUILT AND ALMOST ALL EXISTING ONES ARE EXPANDING
CONSIDERABLY. ISRAEL IS ONE OF MOST HEALTH-CONSCIOUS COUNTRIES.
OVER 95 PERCENT OF POPULATION ARE MEMBERS OF STATE-APPROVED
SICK FUNDS, WHICH PROVIDE COMPREHENSIVE MEDICAL CARE OF
RELATIVELY HIGH STANDARDS, INCLUDING FREE HOSPITALIZATION.

2. STATISTICAL INFORMATION REVISED FROM REPAIR, IN THOUSANDS
OF DOLLARS:

- A. TOTAL IMPORTS - 1972 - 9,081; 1973 - 11,648;
1974 - 18,801.
- B. IMPORTS- FROM U.S. - 1972 - 3,501; 1973 - 3,394; 1974 - 6,614.
- C. IMPORTS FROM ITALY - 1972 - 244; 1973 - 272; 1974 - 320.
- D. IMPORTS FROM WEST GERMANY - 1972 - 1,892; 1973 - 2,778;
1974 - 5,338.

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- E. IMPORTS FROM U.K. - 1972 - 1,667; 1973 - 1,357; 1974 - 2,026.

F. IMPORTS FROM OTHER COUNTRIES - 1972 - 1,777; 1973 - 3847
1974 - 4,503.

3. NARRATIVE INFORMATION:

A. DOMESTIC PRODUCTION OF MEDICAL EQUIPMENT IS GROWING AND WITH IT, COMPETITION. AS DOMESTIC MARKET IS RELATIVELY SMALL, ND TECHNICAL STANDARD OF ISRAELI EQUIPMENT HIGH, MUCH PRODUCTION IS DIRECTED FOR EXPORT TO EUROPE AND OTHER COUNTRIES. SOME OF LEADING LOCAL MANUFACTURERS ARE ASSOCIATED WITH U.S. COMPANIES.

U.S. STILL LEADS IN IMPORTS TO THIS MARKET. EUROPEAN COMPETITORS, HOWEVER, ARE GAINING GROUND.

B. U.S. EQUIPMENT IS CONSIDERED LEADER IN QUALITY AND PERFORMANCE. DOCTORS, WHO HAVE A STRONG VOICE IN DECIDING WHICH EQUIPMENT SHOULD BE ORDERED, HAVE MUCH RESPECT FOR U.S. EQUIPMENT. THIS CATEGORY TAKES ON SPECIAL SIGNIFICANCE WHEN CONSIDERING THAT CURRENTLY UNDER CONSTRUCTION ARE NEW HOSPITALS, ADDITIONAL WINGS OR IMPROVEMENT IN FACILITIES TOTALLING 6,700 BEDS. IN ADDITION, 2,300 BEDS FOR GENERAL HOSPITALS AND 320 FOR PSYCHIATRIC WARDS ARE IN PLANNING STATE.

C. PRODUCTS THAT MIGHT ENJOY GOOD SALES INCLUDE COMPUTER SYSTEMS FOR EKG RECORD KEEPING, RESPIRATORY EQUIPMENT, PEDIATRIC EQUIPMENT, DIALYSIS APPARATUS, CRYOSURGICAL AND LAZAR SURGICAL INSTRUMENTS, CENTAL STATION PATIENT MONITORING SYSTEM, PORTABLE RESUSCITATORS, BLOOD GAS ANALYZERS, OSCILLOSCOPES, CENTRIFUGES AND SPECTOMOTERS.

D. IN FY '78, AN AGENT-MOUNTED SHOW AT EMBASSY'S PROPOSED MINI-TRADE CENTER COUPLED WITH TECHNICAL SEMINAR ARE THE BEST PROMOTIONAL VEHICLES FOR THIS CATEGORY. ALSO REVERSE TRADE MISSION ARE RECOMMENDED IN CASES OF BUILDING NEW HOPSITALS AND HEALTH FACILITIES.

4. AVERAGE ANNUAL PERCENTAGE INCREASE OF U.S. EXPORTS TO ISRAEL OVER NEXT THREE YEARS IS ESIMTED AT 30 PERCENT.
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